

Building an economy we use every day – The Everyday Economy

A lot of people are talking about a new way of thinking about how we use every-day goods and services in our communities, it is called **the everyday economy**. But what is it and what does it mean for me and my community?

Read on to find out.

What is the everyday economy?

If you were asked to describe the economy, you might think of big factories employing thousands of people making new cars or high-tech electronics. However, these are only a small part, a far larger part is made up of the ordinary services we all use on a daily basis.

This could be anything from the gas or water we use in our homes and businesses to local care homes and schools and even the hairdressers and takeaways on our high streets.

They might seem mundane but are essential to us living our everyday lives – the 'everyday economy'.



What are the benefits for my community?



This 'everyday economy' is important because it exists everywhere. Its services are an integral part of our communities, some for generations. They employ more people and generate more money than those factories producing cars.

However, many of our communities are facing tough times. The story is familiar; there are not enough well-paid jobs closer to where we live. So, if we can both highlight its importance and support the everyday economy **to help it grow in a sustainable way** it could help provide more secure jobs locally and **increase the wellbeing of our communities**.

What will the benefits be for me?

Any support for the everyday economy could see more jobs created locally therefore more people would have more money to spend. Improving job security and commute times would give people more time to spend with family and friends and improve wellbeing.

Also because of the focus on the local there are opportunities for people to get involved in decision making which gives them a **stake in how their communities should be run**.



How can I get involved?



The Bevan Foundation will be holding community engagement events over the coming months. If you would like to know more, you can contact:

Lloyd Jones
Project Support Officer

lloyd.jones@bevanfoundation.org.uk

About the Bevan Foundation

The Bevan Foundation is Wales' most innovative and influential think tank. We develop lasting solutions to Wales' most challenging problems.

We are independent of government or any political party, and are funded by subscriptions, donations, grants from charitable trusts and foundations and commissions.

We have made every effort to ensure that the data in this briefing is accurate and up to date at the time of writing. However, we cannot be held responsible for any error or omission in the briefing or change in the source data.

145 & 145a High Street, Merthyr Tydfil, CF47 8DP

www.bevanfoundation.org

info@bevanfoundation.org

T: 01685 350938

Registered charity no. 1104191

Company no. 4175018



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government